



Associate Marketing Manager Position – U.K.

About the American Chemical Society (ACS)

With over 161,000 members, the American Chemical Society is the world's largest scientific society and one of the world's leading sources of authoritative scientific information. A non-profit organization, ACS is at the forefront of the evolving worldwide chemistry enterprise and the premier professional home for chemists, chemical engineers and related professions around the globe.

Division and Unit Overview

The Sales, Marketing and Digital Strategy Department is responsible for developing marketing strategies and implementing sales programs for the ACS Publications Division's product lines. Inherent in this is analyzing all results and recommending future direction for the marketing and positioning of ACS Publications' products within the chemical/scientific community marketplace. The Marketing Department is committed to building a better online, purchasing, and reading experience, as well as improving the scholarly research and communications environment for both the customer and the end user. Key constituents include institutional librarian administrators, corporate librarians, authors, reviewers, ACS members, editors, and the range of end-users (subscribers and non-subscribers).

A critical function of the Marketing Department is a the content marketing group that works with editors and managing editors to market an extensive portfolio of journals, eBooks and other digital products. The Marketing Department is tasked with developing ongoing conversations and strengthening relationships to instigate positive brand recognition and ultimately increase sales and revenue.

Position Summary

An organized and proactive self-starter, the Associate Marketing Manager will work closely with, and under the direction of, the Senior Marketing Manager to develop and execute effective marketing strategies and campaigns to increase submissions, usage, as well as drive awareness of a portfolio of journals. They will also provide broad marketing support as required.

The Associate Marketing Manager will be keen to develop their knowledge and experience of STM marketing, looking to learn about our journals and their related markets, and develop strategic thinking about the journals and how to actively grow their reach through marketing channels.

The position is responsible for managing campaigns across the marketing mix, with a focus on email and digital campaigns and exploring innovative opportunities to utilize new media. They should be able to establish and develop strong working relationships with marketing and editorial colleagues, to reach target audiences with accurate and targeted messaging.

Work design: Works under general supervision. Work is spot-checked. Resolves non-routine problems by applying general policies, practices, procedures, and principles. Performs in-depth analyses of standard problems.

Position Accountabilities:

- Collaborates to implement marketing plans designed to grow submissions, usage, and general awareness of a selection of journals.
- Tracks effectiveness of campaign tactics to provide regular reporting, inform strategy and direct future planning.
- Collaborates with subject matter experts to inform copy creation and messaging.
- Travels to support exhibit strategy at chemistry conferences in the UK and overseas, as planned.
- Assists in execution of general marketing projects throughout the year.
- Writes copy for social posts, blogs, email, ads and other channels as needed.
- Supports pay-per-click, email marketing, online advertising and other digital marketing programs as needed.

Required Experience:

Education/Experience/Technological Knowledge

Bachelor's degree in marketing, business, communications or related fields and 3+ years of related experience. Must have knowledge of current and emerging marketing practices. Ability to plan, organize, and carry out integrated marketing plans. Excellent writing and communication skills, ability to work within a team environment, and attention to detail required.

- Experience working with changing priorities
- Ability to manage multiple projects
- Ability to travel to conferences as needed
- Strong working knowledge of MS Office products
- Superior planning and organizational skills
- Marketing campaign tracking system and reporting

To apply for a position, please submit your cover letter and CV to careers@acsi.info.